

March 21, 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554

DOCKET FILE COPY ORIGINAL

MAR 21 1997

RE: CS Docket No. 97-55, FCC 97-34

Dear Chairman Hundt and Commissioners:

I am writing on behalf of the National PTA and the Coles Elementary School PTA of Manassas, Virginia, Unit #029653, to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U.S. New and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirement of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Patricia A. Easley

No. of Copies rec'd _____
List ABCDE

0

3/20/97

Chairman Reed Hundt and FCC Commissioners
 To Federal Communications Commission
 1919 M Street N.W., Room 202
 Washington, DC 20554

FCC FILED

MAR 18 1997

RECEIVED

Dear Chairman Hundt and Commissioners:

Re: CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the National PTA and the Illinois State PTA to voice my opposition to the V-chip Rating System as presented by Jack Valente, Chair of the TV Rating Implementation Group. As the mother of three with years of difference in age, I make every effort to monitor their television viewing. As a result of the current system while my husband or I may miss the beginning of the show, even though we have reviewed the TV guide, we will not have another opportunity to view the ratings for any particular program they are watching.

No. of Copies rec'd
 List ABCDE

0

My children are different in how the
horrible violence and rudity and having
the ratings presented whenever I switch
to the channel in question will be
advantageous to my analysis.

As a father I am sure that you can
understand the energy it takes raising
kids and screening the activities
they are exposed to, including their
television watching.

I know you have supported PTA in
the past, and we want to continue to
thank you.

Sincerely,

Ylanda Sharpe
Tanner Heights, St Croix

Moscow Elementary Center Parent Teacher Association, Inc.

Lackawanna Area Council
Region VI District 13

Serving
Moscow Elementary Center

March 18, 1997

Chairman Reed Hundt and FCC Commissioners
C/O Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554

DOCKET FILE COPY ORIGINAL

RE: CS Docket No. 97-55, FCC 97-34

Dear Chairman Hundt and Commissioners:

We are writing on behalf of the National PTA and the Moscow Elementary Center PTA, Inc., to voice our opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall, which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs, were conducted by the National PTA, U.S. News and World Report, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. We do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- * That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- * That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- * That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;

March 18, 1997

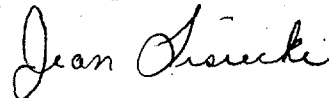
Chairman Reed Hundt and FCC Commissioners

Page 2

- * That the rating board be independent of the industry and the FCC, and that it include parents; and
- * That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,



Jean Lisiecki, President
Moscow Elementary Center PTA, Inc.

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M. Street N. W., Room 222
Washington, DC 20554

DOCKET FILE COPY ORIGINAL

Dear Chairman Hundt and Commissioners:

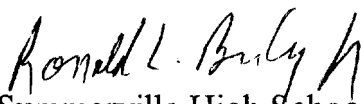
RE: CS Docket No. 97-55, FCC 97-34

I am writing to voice my opposition to the v-chip rating system as presented by the TV Rating Implementation Group. I don't believe that the rating symbol on the TV screen provides sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. I do not want the TV industry to interpret what is best for my children. I want to make those choices myself based on content information about the program. Any rating system without content descriptions on the screen and in periodicals that carry TV schedulings is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, I request that a content-based rating system be adopted which includes symbols about program content such as V (for violence), S (for sexual depiction and nudity), and L (for language). To assure that this rating system meets families' needs, I recommend that any proposed system be evaluated independent of the entertainment industry and the FCC.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,


Summerville High School
Summerville, SC

To: Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, D.C. 20554

DOCKET FILE COPY ORIGINAL

FCC MAIL ROOM

MAR 5 1 1997

RECEIVED

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34


I oppose the Jack Valenti, Chair of the TV Rating Implementation Group, v-chip rating system. The rating symbol does not provide sufficient information for parents to make a knowledgeable decision about the program they are about to watch. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, U.S. News and World Report, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law is required to determine whether the industry's rating system has met statutory requirements of the Telecommunication Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead I request the following:

- ◆ That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V-Violence, S-Sexual depiction and nudity and L-Language;
- ◆ That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- ◆ That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- ◆ That the rating board be independent of the industry and the FCC and that it include parents; and
- ◆ That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

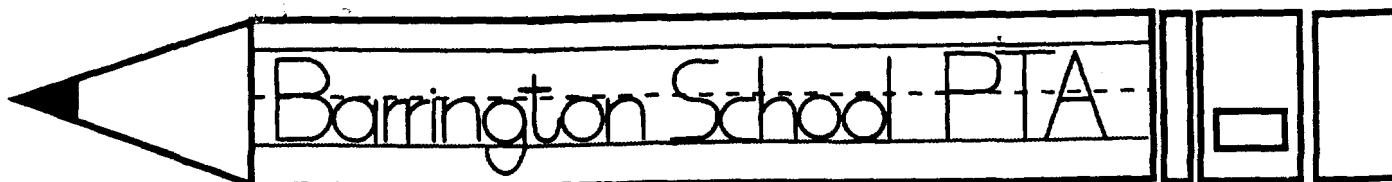
Thank you for letting my self and others make recommendations for a better tomorrow for our families.

Sincerely,



No. of Copies rec'd _____
List ABCDE _____

0



15600 Old Halls Ferry Road • Florissant, Missouri • 63034 • 314-839-9685

March 21, 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554

DOCKET FILE COPY ORIGINAL

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

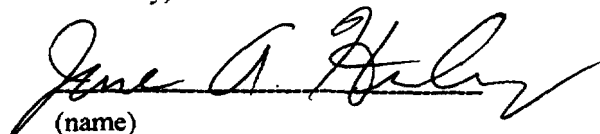
I am writing on behalf of the National PTA and the Barrington Elementary PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U.S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

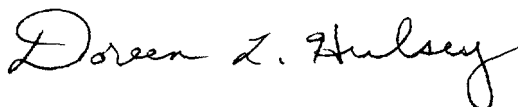
The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1997. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, I request the following:

- That under no circumstance should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- That the FCC require a v-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,


(name)





No. of Copies rec'd _____
List ABCDE

0

21 March 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street NW Room 222
Washington DC 20554

Dear Chairman Hundt and Commissioners

DOCKET FILE COPY ORIGINAL

RE: CS Docket No. 97-55, FCC 97-34

We are writing on behalf of the National PTA and the Seaford Kindergarten PTA to voice our opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, US News and World Report, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. We do not believe this system does so and ask the FCC not to approve the industry rating system. Instead, we request the following:

- * That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V(for violence), S(for sexual depiction), and L(for language);

- * That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;

- * That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;

- * That the rating board be independent of the industry and the FCC and that it includes parents;

- * That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for the opportunity to comment on an issue so important to children and families.

Sincerely,

Kathy M. Bowden
Kathy Bowden, Co-President

Beth DuBree
Beth DuBree, Co-President

No. of Copies rec'd
List ABCDE

0

Thomas Page School PTA

1075 Madrone Ave.

Cotati, CA 94931

(707) 792-4860

March 24, 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554

DOCKET FILE COPY ORIGINAL

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the PTA membership at Thomas Page School to express our opposition to the V-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group. The rating symbol currently being used on TV programs does not provide enough information for parents about the content of the show. Parents need a rating that indicates specific content information so that they can make an informed decision about what shows to allow their children to watch. Any rating system without content descriptions on the screen or publicized in newspapers and magazines is insufficient.

We do not believe that the industry's rating system has met the requirements of the Telecommunications Act of 1996 and we request the following:

1. That the FCC not approve the industry rating system and should accept no rating system that does not include content information about programs such as violence, sex and nudity, obscene language, and scary content;
2. That the FCC require a V-chip band broad enough to allow parents to receive more than one rating system;
3. That the rating icon on the TV screen appear more frequently during the course of a program;
4. That the rating board be independent of the industry and the FCC and that it include parents; and
5. That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for the opportunity to comment on an issue so important to children and families.

Sincerely,

Pat Gilardi, President
Thomas Page School PTA



No. of Copies rec'd _____
List ABCDE

0

March 10, 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
445 M Street N.W., Room 222
Washington, DC 20554

DOCKET FILE COPY ORIGINAL

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97 34

I am writing on behalf of the National PTA and the West Virginia PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, U.S. News and World Report, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, I request the following:

- * That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V(for violence), S(for sexual depiction and nudity) and L(for language);

No. of Copies rec'd
List ABCDE

0

- * That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- * That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- * That the rating board be independent of the industry and the FCC and that it include parents; and
- * That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

*Mrs. Adeline Norman
392 Lee Valley Rd
Georgetown, Pa 15043*

March 25, 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554

DOCKET FILE COPY ORIGINAL

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the National PTA and the Huntington Union Council PTA (Huntington Beach, CA) to express our opposition to the proposed age-based rating system. It does not provide information on program content that a parent can use to determine if a show is appropriate for their children to watch. Since each family is unique, parents are the best ones to decide what is best for their children. Generalized ratings don't help, as what may be okay to someone may be very offensive to someone else.

A far better solution would be a descriptive content-based rating system. Parents can then make an informed choice on what TV programming they feel is appropriate for their children. **A system providing information on Violence (V), Sexual content (S), or Adult language (L) would be a lot more valuable to us as parents.**

Thank you for this opportunity to comment on such an important issue.

Sincerely,

Laura Madariaga

Laura Madariaga
President

Huntington Union Council PTA
6121 Morningside Dr.
Huntington Beach, CA 92648

No. of Copies rec'd 0
List ABCDE

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34 **DOCKET FILE COPY ORIGINAL**

I am writing as a member of the PTA of Maine, and as a parent, to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating system he proposes is ridiculous and of no use to parents! Mr. Valenti's proposed system serves the interests of the TV industry while ignoring the real concerns of parents and families.

Parents need and want a TV rating system which gives them information about the content of television programs. We do NOT trust the TV industry to decide which programs are appropriate for children of certain ages. If parents are given specific information about the content of a program - whether it contains violence, nudity, sex, or foul language, parents can decide whether the program is appropriate for their children. A TV rating system should show content descriptions on the TV screen and the ratings should be publicized in periodicals that carry TV schedules.

I do not think Mr. Valenti's proposed system meets the requirements of the Telecommunications Act of 1996. I ask you to reject his proposal, and to adopt a TV rating system which meets the following criteria:

- * The FCC should adopt a TV rating system that includes information about the **CONTENT** of programs, such as V for violence, S for sex or nudity, and L for foul language;
- * The FCC should require a V-chip band broad enough that would allow parents to receive more than one rating system;
- * The rating icon on the TV screen should be made larger, more prominent, and should appear frequently throughout the program (the ones in current use are almost invisible);
- * The TV rating board should be independent of the TV industry and should include parents;
- * Any TV rating system approved by the FCC should be evaluated by independent research to determine if it meets the needs of parents.

Thank you for considering the views of the PTA on this important matter.

Sincerely,
Terry Rhoads
Terry Rhoads
P.O. Box 340
Denmark, ME 04022

No. of Copies rec'd _____
List ABCDE

0

March 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554

DOCKET FILE COPY ORIGINAL

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

I am (we are) writing on behalf of the National PTA and the CK Junior High ^{PTSA} (local, council, district, or state PTA) to voice my (our) opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U. S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I (we) do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Your Name
Town, State

Gloria Lee
7642 Chico Way N.W.
Bremerton, Wa. 98312

No. of Copies rec'd 0
List ABCDE

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34 **DOCKET FILE COPY ORIGINAL**

I am writing as a concerned parent and member of the PTA of Denmark, Maine to voice my **opposition** to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating system he proposes is absurd and of **no use to parents!** It is an attempt by the TV industry to sneak a useless rating system into our lives which serves the interests of the TV industry while mocking the real concerns of parents and families.

Parents need and want a TV rating system which gives them information about the **content** of television programs. **We do NOT trust the TV industry to decide** what shows are appropriate for children of certain ages. If parents are given specific information about the content of a program - whether it contains violence, nudity, sex, or foul language, they can decide whether the program is appropriate for their children. A TV rating system **should show content descriptions on the TV screen** and the ratings should be publicized in periodicals that carry TV schedules.

I do not think Mr. Valenti's proposed system meets the requirements of the Telecommunications Act of 1996. I ask you to reject his proposal, and to adopt a TV rating system which meets the following criteria:

- * The FCC should not accept any TV rating system that does not include information about the **CONTENT** of programs, such as V for violence, S for sex or nudity, and L for foul language;
- * The FCC should require a V-chip band broad enough that would allow parents to receive more than one rating system;
- * The rating icon on the TV screen should be made larger, more prominent, and should appear frequently throughout the program (the ones in current use are almost invisible);
- * The TV rating board should be independent of the TV industry and should include parents;
- * Any TV rating system approved by the FCC should be evaluated by independent research to determine if it meets the needs of parents.

Thank you for listening,

Carolyn Rhoads

Carolyn Rhoads
P.O. Box 340
Denmark, ME 04022

No. of Copies rec'd 0
List ABCDE

HOLLYWOOD BEACH SCHOOL PTA
4000 Sunset Lane
Oxnard, California 93035
(805) 986-8720

March 22, 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554

DOCKET FILE COPY ORIGINAL

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

We are writing on behalf of the National PTA and the Hollywood Beach School PTA to voice our opposition to the V-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make informed decisions about what is appropriate TV programming for their children. We do not want the TV industry to interpret what is best for our children. Parents want and need to make those choices themselves based on content information about the programs offered. A rating system without content descriptions is useless.

We request that the FCC not approve, under any circumstances, the current industry rating system. Instead we request the following:

That the FCC should not accept a rating system that does not include content information about programs (IE: V for violence, S for sexual depiction and nudity, and L for language).

That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system.

That the rating board be independent of the industry and the FCC and that it include parents.

That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to our children and our families.

Sincerely,

Jacqueline Fox-Ipock

Jacqueline Fox-Ipock
President, Hollywood Beach School PTA
Oxnard, California

No. of Copies rec'd 0
List ABCDE

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, D.C. 20554

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

DOCKET FILE COPY ORIGINAL

We are writing on behalf of the National PTA and the Farmington Elementary PTA to voice our opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient information for parents to make a knowledgeable decision about the program they are about to watch.

As parents we have the right to decide what is appropriate for our families to watch. The TV industry does not have the right to withhold information so that our decisions are not accurate. TV programs contents (S-sex, V-violence, N-nudity, and L-language) need to be made known by some kind of a system that would educate the individuals about what they are about to watch. As parents we are capable of making our own decisions and choices based on content information about the program. Any rating system *without content descriptions* on the screen and publicized in periodicals that carry TV scheduling is *useless*.

By law the FCC is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. We don't believe this system does. We ask that the FCC *not* approve the industry rating system. Instead, we request the following:

- ▶ That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V, S, N, and L. How much? How graphic?
- ▶ That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- ▶ That the rating icons on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- ▶ That the rating board be independent of the industry and the FCC and that it includes parents; and
- ▶ That the rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of the parents.

Thank you for this opportunity to comment on an issue so important to children and families of our nation.

Thank You,

Member of The Farmington Elementary PTA,
Farmington, UT

No. of Copies rec'd _____
List ABCDE _____

Sharon + Mark Adams
27 W. Flower Lane
Farmington Utah 84025

[Signature]

March 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington DC 20554

DOCKET FILE COPY ORIGINAL

Dear Chairman Hundt and Commissioners:

RE: CS DOCKET NO. 97-55, FCC 97-34

I am writing on behalf of the National PTA and the Douglass Houghton PTA, Waterford, Michigan to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. I would prefer a content-based system rather than an age-based system. I feel the decision as to what my child(ren) views on television should be in my hands rather than in the hands of the TV industry.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this age-based system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- * That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- * That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- * That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- * That the rating board be independent of the industry and the FCC and that it include parents; and
- * That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,



DEBORAH GARRARD
Houghton Elementary
PTA Co. President

No. of Copies rec'd _____
List ABCDE _____

0



INDIANA PTA

2525 North Shadeland Avenue C4
Indianapolis, IN 46219-1770
Telephone (317) 357-5881
Fax (317) 357-3751

Tinka Booe, President

7812 East Vermont Street
Indianapolis, IN 46219
Telephone (317) 356-3307
Fax (317) 356-6444

DOCKET FILED BY ORIGINAL

March 25, 1997

EXECUTIVE COMMITTEE

1st Vice President
Darlene Maloney
2nd Vice President
Barb Smith
Secretary
Vicky Sunn
Treasurer
Sonja Canterbury
NE Region V.P.
Barbara Eager
NW Region V.P.
Marilyn Jones
Central Region V.P.
Sue Switzer
Southern Region V.P.
Pat Bell
Member-at-Large
Dr. Jeff Swensson
Member-at-Large
D.Lynn Phelps
Issues Commission
Chairman
Maribeth Ransel
Retention Commission
Chairman
Louise Moates
Growth Commission
Chairman
Barb Smith

CONSULTANTS

David Birch
IU Dept. of AHS
Robert Flach
School City of
Hammond
Judge James Payne
Marion Superior Court
Betty Johnson
Indiana DOE
Jack Humphrey
Univ. Of Evansville
Linda Shopoff
Past President

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the Indiana PTA to support the addition of program content based information to the new TV rating system. The rating systems should be publicized in periodicals that carry TV scheduling. The icon should also be on the screen longer and possibly more frequent.

I would also support any rating system approved by the FCC to monitor and evaluate the effectiveness of the rating system by an independent research company.

I am concern that the only way parents will have the V-chip is in new televisions. I know that some lockout mechanisms are available to parents now, but perhaps something could be published about the types of "lock-out" devices and where to purchase them could also be made available.

Thank you for the opportunity to comment on an issue so important to children and families.

Sincerely,

Tinka Booe, President
Indiana PTA

No. of Copies rec'd
List ABCDE

March 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554

DOCKET FILE COPY ORIGINAL

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

I am (we are) writing on behalf of the National PTA and the Wm E DeLuca PTA (local, council, district, or state PTA) to voice my (our) opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U. S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I (we) do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Janice Makely
Your Name
Town, State

1200 America Avenue
North Babylon New York 11703

No. of Copies rec'd 0
List ABOVE

March, 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, D.C. 20554

DOCKET FILE COPY ORIGINAL

Dear Chairman hundt6 and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

We, the undersigned, are writing on behalf of the National PTA and the Jim Hill Middle School PTA to voice our opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U.S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. We do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

1. That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
2. That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
3. That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
4. That the rating board be independent of the industry and the FCC and that it include parents; and
5. That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Jim Hill Middle School PTA
Minot, North Dakota

No. of Copies rec'd 0
List ABCDE

**Jim Hill Middle School
Parent/Teacher Association
Minot, North Dakota**

1. Pam Schumaker 1601 5th St SE Minot, ND 58701
2. Sue Myers
3. Betty Haegberg
4. Ken Althouse
5. Jacqueline (Jackie) Turner
6. Deb Hekstedt
7. Marlys D Fisher
8. Jeri Kell Grant
9. Carol Althouse
10. C. Susan Owen
11. Linda Alexander
12. Betty Vibeto
13. Terry Vibeto
14. Kathy Rylander
15. Margo Haskins
16. Nancy Simmons
17. Peggy Thondson
18. Don Grant
19. Vana Girner
20. Dr. Timothy W. Myers

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M. Street N. W., Room 222
Washington, DC 20554

FCC MAIL ROOM

MAR 31 1997

Dear Chairman Hundt and Commissioners DOCKET FILE COPY ORIGINAL

RE: CS Docket No. 97-55, FCC 97-34

I am writing to voice my opposition to the v-chip rating system as presented by the TV Rating Implementation Group. I don't believe that the rating symbol on the TV screen provides sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. I do not want the TV industry to interpret what is best for my children. I want to make those choices myself based on content information about the program. Any rating system without content descriptions on the screen and in periodicals that carry TV schedulings is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, I request that a content-based rating system be adopted which includes symbols about program content such a V (for violence), S (for sexual depiction and nudity), and L (for language). To assure that this rating system meets families' needs, I recommend that any proposed system be evaluated independent of the entertainment industry and the FCC.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Stacey Woods

Summerville High School
Summerville, SC

No. of Copies rec'd _____
List ABCDE _____

SAMPLE LETTER TO THE FCC

Your letter must be received by April 8, 1997

March 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554

DOCKET FILE COPY ORIGINAL

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

I am (we are) writing on behalf of the National PTA and the _____ (local, council, district, or state PTA) to voice my (our) opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U. S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I (we) do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Your Name
Town, State

Phyllis A. Rob
S.R. CA 91381

No. of Copies rec'd _____
List ABCDE

6